

#WhyApply Day

2026 Toolkit

This fall, students across the country will be submitting college applications and celebrating their plans for the future. Hundreds of thousands of them will do so when schools in all 50 states and the District of Columbia host American College Application Campaign (ACAC) events. To celebrate college application season and our students, College for West Virginia encourages participating in the #WhyApply social media campaign.

cfWV.com

What is #WhyApply Day?

#WhyApply Day is sponsored by the American College Application Campaign, an initiative of ACT's Center for Equity in Learning, which partners with College for West Virginia each fall to host events supporting students through the college application process, especially first-generation college students and those from low-income families who may not otherwise apply to college. This year, we hope all West Virginia high schools will participate and join us in celebrating postsecondary education.

#WhyApply Day kicks off the college application season and provides encouragement for students. Though state campaigns, like College Application and Exploration Month and college fairs will run from September through December, the goal of #WhyApply Day is to kick off the season and to utilize social media to encourage students as they begin the application process.

How to Show Your Support

On Friday, September 18, 2026, College for West Virginia encourages everyone to wear your college gear (t-shirt, hats, pins, etc.) and share why you believe students should apply to college and/or why you applied to college, using the hashtag #WhyApply. Then share your response on your and your school's favorite social media platform (Facebook, Instagram, Twitter). Be sure to tag @CFWV in all of your posts! Encourage your friends, family, and colleagues to do the same. Not sure what to post? You might:

- Type a short post in your status. Make sure you include a photo in your post! You can use one of the ones we provide you on this page.
- Make a video of yourself, your kids, or your friends answering the question
- Write your answer on a piece of paper (feel free to use the #WhyApply template provided) and post a photo of you holding it

Sample Posts

#WhyApply Day is only one week away! On Sept. 18, we are joining @CFWV to share our perspectives on the lessons we've learned from college.

We believe all students should pursue postsecondary opportunities. On Friday, Sept. 18, we're joining with @CFWV and @American_CAC by sharing what we've learned from our college experiences. Join us by sharing your story and using the hashtag #WhyApply.

The lessons students learn in college go far beyond what is taught in the classroom. On Sept. 18, we're joining @CFWV and @American_CAC by sharing what students and alumni discovered about themselves during their postsecondary education as a part of #WhyApply Day.

College helps you learn the skills essential to lead a rewarding career and life! @CFWV helps you take steps to plan, apply and pay for college. Visit cfwv.com for support. #WhyApply

#WhyApply to college? Because college can teach you essential skills — like collaboration and leadership — for long term success. Submitting an application is the first step, and @CFWV can help. Visit cfwv.com to start planning for your future!

College can teach you to step out of your comfort zone and explore new opportunities, allowing you to grow personally and professionally. @CFWV can help you plan, apply, and pay for college. Visit them at cfwv.com and take the first step towards a success future. #WhyApply

While in college, I learned valuable skills that helped me to _____. #WhyApply

Shareable Social Media



#WHYAPPLY Start the Application Process Post



#WHYAPPLY What Did You Learn Post



#WHYAPPLY Start the Application Process Post



#WHYAPPLY Participation Post



#WHYAPPLY Share Your Story Post

#WHYAPPLY



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